

DANZIGER

On Rivington

Press release -

Michael De Feo

July 13, 2016 – August 12, 2016

Danziger Gallery is pleased to announce our representation of the artist Michael De Feo (a.k.a. The Flower Guy). Our first exhibition of his work will open on Wednesday, July 13th and run through August 12th in our new space at 95 Rivington Street.

Inhabiting a space between fine art, street art, and appropriation, De Feo's now iconic flower symbols and graphic interventions began appearing in New York City as early as 1993. Re-working fashion imagery from magazine ads to bus shelter billboards by painting cascades of multicolored petals onto the printed images, De Feo brings new life to his source material in a way that is both subversive and joyful while at the same time remaining respectful to the source and the subject.

With the rise of social media, De Feo's work has become widely known and as fashion brands embrace artists with large Instagram followings, De Feo has been asked to work for companies from Christian Louboutin to Neiman Marcus. As The New York Times headlined their recent profile of him - "Artist Defaces Fashion Ads, Fashion Embraces Him."

A site specific installation of Michael De Feo's work will be on view at The Rice University Art Gallery in Houston, Texas from June 9 until August 28th.